Point Foundation

Meeting of the Board of Trustees' Executive Committee

March 10, 1997

The meeting was called to order by Michael Stone, vice chair, at 4:30 p.m., Monday, March 10, 1997 at the Point offices in San Rafael.

Present from the Executive Committee: Jerry George, David Katz, Michael Stone.

Also present: Alex Gault.

Minutes: The minutes of the March 4, 1997 meeting were distributed but not discussed.

Rough Schedule. Staff reported a tentative production schedule for the next issue: Production to begin the week of March 24, through May 6. Two-week turnaround at the printer, ship May 25, on newsstand in early June.

Much of the schedule depends on settling on a printer and paper size. Alex is talking with Byrd about both the paper they still have on hand and their interest and ability to continue to print for us. David suggested that Alex prepare a report for the board on paper issues and our options.

Jerry asked that the staff be prepared to answer questions about costs associated with the trim size and design that the staff recommends. David noted that cost-effectiveness needs to be part of the consideration of design changes, and that a complicated design would probably be more expensive to produce. Cost factors need to be part of the staff's presentation to the board of the design proposal.

Alex hopes to have a draft budget by the end of the month. David expressed his hope that necessary amendments to the budget can be effected within two months.

Alex has targeted mid-April for a we're back/please renew mailing to subscribers. Staff needs to have a recommendation on subscription price in time for a board decision before this mailing. Other elements of the marketing plan will include, possibly, press release(s) and an ongoing campaign to create an image for the magazine. David and Jerry agreed to help connect Alex with a network of resources who may be able to help with these efforts

We will stick with Eastern and Fulco for the time being, in order to devote staff time to more pressing issues.

Immigration Documents for Alex. It was moved, seconded, and passed that David be authorized to sign documentation that Alex will need to obtain legal work status.

Next Meeting of the Board. David will contact board members in hopes of scheduling a meeting within the next two weeks. Consideration of new members, election of a new board vice president and secretary, and Mike's and Peter's leaving the board will be on the agenda.

Respectfully submitted,

Michael K. Stone
Secretary